MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BIS2014 – MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

29 May 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** printed pages including cover page.
2. Answer **ALL** questions in the answer booklet provided to you.
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

Answer ALL Questions from this section. All questions carry equal marks.

Question 1

a. Explain any **FOUR (4)** significant impacts on Management Information Systems. (10 marks)

b. List and describe **FIVE (5)** reasons why information systems are so important for business today. (15 marks)

(Total: 25 marks)

Question 2

a. Explain how the value chain model can be used to identify opportunities for information systems. (10 marks)

b. Use the value chain and competitive forces models to evaluate the impact of the Internet on book publishers and book retail stores such as Barnes & Noble (B&N). (15 marks)

(Total: 25 marks)

Question 3

a. Describe **ANY FOUR (4)** capabilities of Online Analytical Processing **(OLAP)** and their benefits. (12 marks)

b. Explain how text mining and Web mining differ from conventional data mining. (8 marks)

c. Define and describe an entity-relationship diagram and explain its role in database design. (5 marks)

(Total: 25 marks)

Question 4

a. Explain how a Group Decision Support System**(GDSS)** works and how it provides value for a business. (10 marks)

b. Explain **ANY THREE (3)** roles of information systems in helping employees working in a group to make decisions more efficiently. (9marks)

c. Identify and describe **ANY TWO (2)** strategies for controlling project risk. (6 marks)

(Total: 25 marks)

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